

Stop your Junk Mail!

Tired of receiving countless credit card offers, catalogs and coupons? Stopping them could be as easy as sending a letter to each of the companies listed on the reverse side and dropping them in the mail. Reducing your junk mail will not only make your life less cluttered, it can reduce your household waste stream by 70-100lbs or more annually. Americans receive more than 4 million tons - or 60 billion pieces - of direct mail every year. Almost half of that (44%) is never opened or read - it goes right in the trash. As a result, direct mail makes up a significant portion of the municipal solid waste stream. It is often personalized and is highly visible, causing consumer frustration and environmental concern.



Much of what is mailed either cannot be recycled at all or fetches a very low (even negative) market value. Shiny advertisements, plastic windows in envelopes, and nonsoluble glues contaminate what is otherwise high grade paper. Moreover, collection programs are difficult to implement because of the high degree of separation and intensive consumer education required. Most consumers are looking for ways to reduce the amount of direct mail that they receive.

Public concern about the increasing volumes of unwanted mail has caused some direct mail marketers to try to reduce their mailings and find ways to make them more recyclable. Reducing and recycling can also save money by decreasing paper, printing and postage costs.

Protect your name

Think twice before entering a contest, joining a store's club card program or sending in a warranty card.

Your name could go on a mailing list that gets sold or rented to national companies who send junk mail.

Catalogs, broadcast advertisements

Many businesses and organizations subscribe to the Direct Marketing Association to advertise through direct mail. The Direct Marketing Association will remove your name from its list after receiving the information recommended on the reverse side. It may take three months or more for your request to take effect, but you'll remain in the "delete" file for five years. If you want to remain on some mailing lists, such as a particular catalog company, notify organizations individually.

Credit card offers

If you have good credit, many companies provide potential lenders with your name and address and your credit and payment history to bank and credit card companies. To stop receiving pre-approved credit card and insurance offers, call 1-888-5-OPTOUT. When given options, press 3 to have your name removed permanently. (If you press 1, your name will be removed for just two years.)

Coupons, ads and product samples mailings

To stop receiving items addressed to "occupant" and "resident," complete the recommended information on the reverse side and address it to ADVO, Inc., First Data Solutions and Val-Pak Coupons. If possible, send a copy of the mailing label along with the letter.

List brokers

Mailing list companies purchase and collect information from government records, phone books, membership rosters and other sources to then sell for marketing purposes. Call these numbers to have your name removed from mailing lists of some of the major data compilers.

- | | |
|--|--|
| • Acxiom
1-877-774-2094 | • Experian Consumer Services
1-800-407-1088 |
| • Donnelly Marketing
1-888-633-4402 | • Trans Union
1-888-567-8688 |
| • Equifax
1-800-873-7655 | |



Call your credit card companies

Find out how to request that they don't sell, trade or lend your name to other mailing lists.

Avoid participating in sweepstakes and contests

Your name will most likely get added to a mailing list unless you can specifically request that the sweepstake or contest group not add it. When completing warranties, product registrations or questionnaires, don't include personal information. Companies do not need that information for your warranty.

Be proactive

When giving your name and address to a business or organization, request that they not rent, sell or exchange it with anyone else. Return unopened first-class junk mail after writing "refused" on it.

Recycle

Make sure you recycle any junk mail you *do* get.

Provided by:

Maine State Planning Office

1-800-662-4545

www.recyclemaine.com

This junk mail reduction flyer is available on our website www.recyclemaine.com.

Special thanks to the Tacoma, Washington Dept. Solid Waste Management

Stop the Junk Mail:

***Writing these companies will
reduce unwanted mail***

ADVO, INC.
LIST SERVICES
239 WEST SERVICE ROAD
HARTFORD, CT 06120

DIRECT MARKETING ASSOCIATION
MAIL PREFERENCE SERVICE
P.O. BOX 9008
FARMINGDALE, NY 11735

HARTE-HANKS
LIST REMOVAL SERVICES
6701 DAYMEADOW DR. SUITE D
GLEN BURNIE, MD 21060-6401

VAL-PAK COUPONS
DIRECT MARKETING
P.O. BOX 13428
ST. PETERSBURG, FL 33733

(be sure to include the following information)

Please remove my name and address from all list directories that you compile, rent, sell or trade. Below is my name and various ways my name may appear on mailing lists. Please register all variations of my name for removal from your lists.

Name_____

Address_____

City_____ State_____ Zip_____

Variations of my name_____

Variations of my address_____

Signature_____ Date_____